



Preferred Customer  
(PC) Program

**Handbook**



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## OVERVIEW

Our Preferred Customer (PC) Program opens new doors of opportunity for PC Members to purchase LifeWave products at wholesale pricing and share LifeWave products with others!

Upgrading to Preferred Customer status is FREE to all LifeWave guests and retail customers. Once a customer upgrades, they unlock wholesale pricing and get the convenience of a Monthly Subscription Order, which is automatically delivered to their doorstep every month. Preferred Customers also receive access to our LifeWave InTouch App, which is a great resource to learn more about our products and share information with others.

## HOW TO BECOME A PREFERRED CUSTOMER

Anyone can become a Preferred Customer—with no sign-up fee—simply by placing a Monthly Subscription Order on the LifeWave website.

***THIS IMMEDIATELY UPGRADES A CUSTOMER TO PC STATUS AND GIVES THEM ACCESS TO WHOLESALE PRICING ON ALL LIFEWAVE PRODUCTS AND ADDITIONAL LOYALTY REWARDS!***



## WHOLESALE PRICING & SUBSCRIPTION SAVINGS

Preferred Customers receive a discount of up to 30%!

There's no enrollment fee, and members automatically receive their products at the same time every month.



## LOYALTY SAMPLES

The Preferred Customer Program rewards PCs who maintain their ongoing Monthly Subscription Order with FREE LifeWave sample products and access to tools that will help them learn more about the LifeWave way of life.



## LIFEWAVE IN-TOUCH APP ACCESS

Preferred Customers also receive access to the LifeWave In-Touch App, which is an incredible resource for product education and a great way to share their favorite products with others.

Plus, the app is full of information about all that LifeWave offers, including upgrading to the Preferred Customer Plus (PC+) Program, where PC+ Members receive free product MONTHLY, and becoming a Brand Partner. The power of LifeWave in the palm of their hand!



## LIFEWAVE PRE-POPULATED SHOPPING CART

Preferred Customers can also easily share the LifeWave products they most enjoy with others by pre-populating a virtual LifeWave shopping cart with the products they recommend and sending the link to others.

It's easy to set up and makes buying LifeWave products that much easier for potential LifeWave customers.

**THE PREFERRED CUSTOMER PROGRAM IS A GREAT WAY FOR LIFEWAVE CUSTOMERS TO SAVE MONEY ON THE PRODUCTS THEY LOVE AND SHARE PRODUCTS WITH OTHERS SO THEY CAN ENJOY LIVING WELL!**

## LOYALTY HAS ITS BENEFITS! RECEIVE FREE PRODUCTS!

We love our Preferred Customers, and we're thankful for their continued purchases through our Monthly Subscription Order (MSO) program.

As our way of saying thanks, Preferred Customers receive free product samples at different intervals during their membership.\*

\*Items may differ by market depending upon availability.

### 03

After three consecutive Monthly Subscription Orders, Preferred Customers receive a free 10-patch sample pack with their fourth qualifying order.

### 06

After six consecutive Monthly Subscription Orders, Preferred Customers receive a free 10-patch sample pack with their seventh qualifying order.

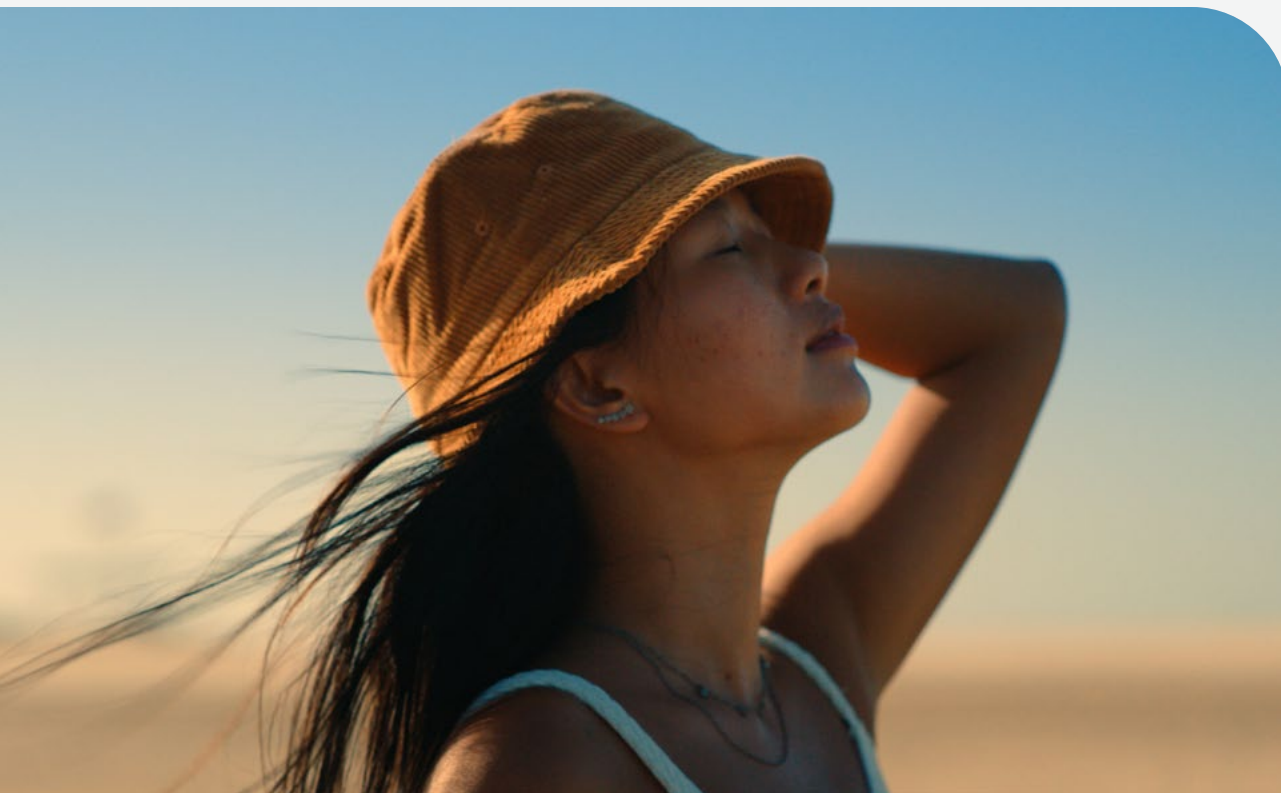
### 09

After nine consecutive Monthly Subscription Orders, Preferred Customers receive a free 10-patch sample pack with their 10th qualifying order.

### 12

After 12 consecutive Monthly Subscription Orders, Preferred Customers receive a free full-size sleeve of patches or single Alavida product with their 13th qualifying order.\*\*

\*\*Excludes X39/X49.



## REFERRING FRIENDS IS OH SO EASY

Make other people's shopping experience a little more unique by giving them a personalized URL!

When PC members discover how LifeWave's products can boost their daily power, their followers will want to know their secret.

PC Members can send them to a personalized URL so their friends can see for themselves how LifeWave has the products and opportunities they'll love!

## SHARING FAVORITES IS SIMPLE

One of the many benefits Preferred Customers get when they place a Monthly Subscription Order is a virtual shopping cart builder. With a pre-populated cart link, PCs can share their favorite products in a simple link for others to purchase from. All they need to do is click to check out. It's that simple!

## HERE'S HOW IT WORKS

### STEP 1

Once a Preferred Customer signs up, they log in to their LifeWave account.

### STEP 2

In the Account Settings menu, click on "Pre-Populated Cart Builder."

### STEP 3

They click on "ADD NEW PRE-POPULATED CART."

### STEP 4

They name the cart and select a country, then click "ADD."

They can then select the products they want to add to this virtual shopping cart by clicking on the pencil icon to the right of the product name in either the "Regular Order Item" menu or the "Autoship Items" menu. They then select the quantity on the next screen and save changes.

### STEP 5

When all recommended products have been added to their pre-populated cart, they click on "Go back to pre-populated cart builder" and click the link icon in the "Go to link" column by the name of the cart that has been built. This will display the cart contents.

### STEP 6

SHARE! PC Members can copy the link and share via email, social media, etc., or wherever they want to share the benefits of LifeWave products, making it that much easier for their friends and followers to discover a better life with LifeWave's broad line of products.

## ENJOY WHOLESALE PRICING WITH THE EASE AND CONVENIENCE OF A MONTHLY SUBSCRIPTION ORDER!

Preferred Customers receive the convenience of their favorite products delivered to their doorstep every month and discounts of up to 30% or more. It's an easy way to save!

**TAKE ADVANTAGE OF WHOLESALE PRICING TODAY!**

### RETAIL CUSTOMER PRICING VS. PC WHOLESALE PRICING

PATCHES	1 SLEEVE	2 SLEEVES	3 SLEEVES
X39	Retail: \$149.95 / €142 PC: \$99.95 / €95	-	-
X49	Retail: \$149.95 / €142 PC: \$99.95 / €95	-	-
IceWave	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47
ENR Spark	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47
Silent Nights	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47
Y-Age Aeon	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47
Y-Age Renew	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47
Y-Age Advance	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47
SP6 Complete	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47
Alavida patches	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47
AcuLife	Retail: \$79.95 / €76 PC: \$69.95 / €66	Retail: \$74.95 / €71 PC: \$59.95 / €57	Retail: \$69.95 / €66 PC: \$49.95 / €47

# ENJOY WHOLESALE PRICING WITH THE EASE AND CONVENIENCE OF A MONTHLY SUBSCRIPTION ORDER!

## RETAIL CUSTOMER PRICING VS. PC+ WHOLESALE PRICING

### LIFEWAVE SYSTEMS/BUNDLES

<b>Y-Age System Kit</b>	Retail: \$209.85 / €198 PC: \$149.85 / €141
<b>X39/X49 Bundle</b>	Retail: \$279.95 / €266 PC: \$179.95 / €171

### SKIN CARE

<b>Alavida Regenerating Trio</b>	Retail: \$199.95 / €190 PC: \$149.95 / €142
<b>Alavida Facial Nectar</b>	Retail: \$79.95 / €76 PC: \$59.95 / €57
<b>Alavida Nightly Restore Facial Creme</b>	Retail: \$99.95 / €95 PC: \$79.95 / €76
<b>Alavida Revive Eye Cream</b>	Retail: \$89.95 / €85 PC: \$69.95 / €66

### SUPPLEMENTS

	<b>1 CONTAINER</b>	<b>2 CONTAINERS Price per unit</b>	<b>3 CONTAINERS Price per unit</b>
<b>Cellergize Morning*</b>	Retail: \$79.95 PC: \$69.95	Retail: \$74.95 PC: \$59.95	Retail: \$69.95 PC: \$49.95

\*Not available in all markets

# LifeWave Preferred Customer Program FAQs

## **Q1. IN WHAT COUNTRIES IS THE PREFERRED CUSTOMER PROGRAM AVAILABLE?**

A1. The Preferred Customer Program is available in all our markets, except Japan and Korea.

## **Q2. WHAT IS THE DIFFERENCE BETWEEN THE PC AND THE PC+ PROGRAM?**

A2. In addition to all the benefits available with the PC Program, for \$25/€25 USD annually PC+ Members receive additional benefits, including access to free product credits through the Share Program and free monthly product samples.

## **Q3. WHAT IF A PC MEMBER WANTS TO UPGRADE TO THE PC+ PROGRAM?**

A3. Once a Preferred Customer completes a Monthly Subscription Order, they will be given the opportunity to upgrade to Preferred Customer Plus for \$25/€25 annually. They simply need to add a new product to their cart and they will be asked upon checkout if they want to upgrade. Once they choose that option, they will be upgraded to the Preferred Customer Plus program.

## **Q4. WHAT IF A PREFERRED CUSTOMER CANCELS THEIR MONTHLY SUBSCRIPTION ORDER?**

A4. They will no longer be able to receive PC benefits but can still purchase LifeWave products at retail pricing.

## **Q5. WHAT MONTHLY SUBSCRIPTION ORDER (MSO) SCHEDULE IS NEEDED TO STAY QUALIFIED FOR THE FULL BENEFIT OF THE LOYALTY REWARDS?**

A5. A customer's first MSO will count as their first order, but it is the successive MSOs received that will count towards their Loyalty Samples. For example, if a customer places an initial MSO, and then has two successful MSOs processed after that without missing or skipping a month, their LifeWave free product is unlocked and will be added to their next (i.e., 4th) MSO shipment.

## **Q6. CAN A PREFERRED CUSTOMER MISS OR SKIP ANY MONTHS IN A YEAR AND RETAIN THEIR LOYALTY REWARDS?**

A6. Customers can cancel or skip two months of their MSO in a rolling 12-month period and still retain their Loyalty Reward benefits. The 12-month period begins when the first qualifying order is created. If a customer skips three months or more in a 12-month period, the order count will reset to zero and the customer must restart the process. Each reward sample is received only once during the year, so previously received samples will not be resent.

## **Q7. WHAT MAKES A QUALIFYING ORDER FOR PURPOSES OF THE LOYALTY SAMPLES?**

A7. For an MSO order to count towards the earning of loyalty samples, it must contain products that carry some Business Volume (BV).



## Terms and Conditions

LifeWave's Preferred Customer Program is specifically designed to help participants experience a variety of LifeWave products in a free and low-risk way, and offer incentives for participants to share LifeWave products and programs with others.

Preferred Customers may only have one (1) LifeWave account in which they actively engage with or have beneficial interest in. Multiple or duplicate Preferred Customer accounts for any individual is prohibited. LifeWave brand partners are prohibited from having additional accounts or participating in the Preferred Customer program beyond enrolling valid Preferred Customer accounts.

Preferred Customers agree to adhere to all terms and qualifications outlined in this document and any associated documentation.

## General Terms

Continued participation in LifeWave's Preferred Customer Program requires an active Monthly Subscription Order (MSO). Any Preferred Customer who cancels their MSO order will lose Preferred Customer status, forfeit all associated benefits, and be reclassified as a Retail Customer. If a reclassified customer wishes to rejoin and participate in the Preferred Customer Program again, they will be required to place another Monthly Subscription Order.

All Preferred Customer accounts must be valid with a legitimate, individual owner. Anyone found creating (directly or indirectly) or otherwise benefiting from multiple accounts may be subject to termination. Improper, dishonest, unethical, or manipulative practices regarding the Preferred Customer programs will not be tolerated. Anyone found engaging in such activities may forfeit all benefits of LifeWave's programs and will be terminated.

By participating in LifeWave's Preferred Customer programs, all individuals agree to comply with terms herein set forth, including all eligibility requirements. LifeWave reserves the right to disqualify anyone who violates these rules or inappropriately interferes with its programs, or attempts to do so, in any manner. All participants agree to hold harmless and indemnify LifeWave and its employees from any and all claims, actions, suits, charges and judgments whatsoever that arise out of their engagement with LifeWave's Preferred Customer programs.

LifeWave maintains the right to, at its sole discretion, alter or change qualifications, timelines, benefits, or any other aspects of the Preferred Customer program as it deems necessary or as dictated by laws or regulations. The company also maintains the right, at its sole discretion, to deny participation in its programs to anyone for any reason.

